



**Surfrider
Foundation.**

www.surfrider.org

Treasure Coast Chapter

Conservation • Activism • Research • Education
P.O. Box 1703
Port Salerno, FL 34992

June 5, 2008

To whom it may concern,

The BUZZ 103.1 FM has been a driving force behind our chapter for the last two years, helping to create enormous public awareness of our mission to preserve and protect our world's oceans, waves and beaches. They have been closely involved in all of our events, including several major beach clean-ups each year. The booths they provided for us at the BUZZ Bake Sale music festival, gave us yet another opportunity to educate thousands of people on important environmental issues facing our shorelines.

It would be impossible to put a price tag on the positive exposure we have received from the BUZZ through the numerous live remotes, thousands of on-air promos, and online exposure on their website. No other station in the market reaches our core youth audience like the BUZZ.

We owe a huge debt of gratitude to Operations Manager John O'Connell, Promotions Directors Brett Russell and Mark Calliandro, and the entire promotions department and on-air teams for their incredible talent, energy and support.

The BUZZ 103.1 put Treasure Coast Surfrider on the map!

Sincerely,

Chris Shultz

Chris Shultz, Vice Chair, Treasure Coast Surfrider Chapter

The Surfrider Foundation is a non-profit grassroots organization dedicated to the protection and preservation of our world's oceans, waves and beaches. Founded in 1984 by a handful of visionary surfers, the Surfrider Foundation now maintains over 50,000 members and over 60 chapters across the United States and Puerto Rico, with international affiliates in Australia, Europe, Japan and Brazil.

For additional information, go to www.tcsurfrider.org

FILED/ACCEPTED

JUN 12 2008

*Federal Communications Commission
Office of the Secretary*

APPENDIX 3

**COMMUNITY OUTREACH BY CBS OWNED TELEVISION
STATIONS -- 2007**

Community Outreach by CBS Owned Television Stations -- 2007

WCBS (New York)

Going Green: In April 2007, WCBS launched Going Green, an environmental awareness program designed to help viewers reduce paper waste and save energy in the workplace and at home. The station worked with City Hall and its sponsor, Whole Foods, to distribute environmental information by airing public service announcements, promotional spots, news features and producing an extensive informational page on WCBSTV.com.

Tunnel to Towers Run: For the third straight year, WCBS sponsored the Stephen Siller Tunnel to Towers Run. This 5K run, held in New York City every September, honors the heroic efforts of Firefighter Stephen Siller who perished during the World Trade Center attacks. The station supported this event with public service announcements, news features, promotions, as well as a one-hour special hosted by Anchors Chris Wragge and Kristine Johnson. This event, which raised more than \$500,000, benefits The Stephen Siller "Let Us Do Good" Children's Foundation, the NYC Department of Transportation, FDNY, NYPD and MTA.

PENCIL - Principal for a Day: The PENCIL program allows professionals from a wide variety of industries and backgrounds to spend a day serving as principals at local schools. Four WCBS on-air personalities answered the call this year-- Anchor Maurice DuBois who served as principal at the Academy of Social Action; Weathercaster Lonnie Quinn who headed up the Richard Rodgers School of the Arts and Technology (P.S. 166); Weathercaster Elise Finch who met with the students and staff of the Frederick Douglass Academy III in Bronx, New York, and Family First Reporter Cindy Hsu who spent the day at Shuang Wen Academy in Manhattan. In addition to Principal for a Day, WCBS on-air personalities as well as other employees participate in various PENCIL programs and activities with different schools throughout the year.

Lacing Up for Charity: WCBS staff and on-air personalities laced up their sneakers to raise funds by participating in a number of charity walks in 2007, including the March of Dimes' Walk America, the Susan G. Komen Race for the Cure, and the New York Juvenile Diabetes Research (JDRF) Walk. The station's staff joined walkers for each of the events. The station also produced and aired public service announcements for each of the Walks/Runs, news features and online information about premature birth, breast cancer and juvenile diabetes. Many on-air personalities participated in the events leading up to each walk as well.

New York City Rescue Mission: WCBS supported the New York City Rescue Mission at two of their major events this year. WCBS Anchors Chris Wragge and Kristine Johnson joined NYC community leaders to serve hot meals to homeless moms and children at the Pre-Mother's Day Banquet. The station also took part in the 9th Annual Great Thanksgiving Banquet for the homeless. Anchors Chris Wragge and Kate Sullivan, along with Family First Reporter Cindy Hsu served meals to homeless men, women and children at the New York City Rescue Mission facility in Lower Manhattan.

NY Times Great Read: WCBS joined the *NY Times* in support of their 1st Annual *New York Times* Great Read. The event included music, live entertainment, books and guest appearances by children's authors. The station supported the event with public service announcements and news cut-ins from the event. Meteorologist Elise Finch also participated as a reader.

Chinese New Year Spectacular— WCBS served as the official broadcast media sponsor for the Chinese New Year extravaganza, "Myths and Legends," at Radio City Music Hall. Inspired by ancient Chinese culture, the event was an authentic Chinese New Year experience. Reporter Cindy Hsu also hosted a number of events throughout the Spectacular, and the station produced and aired television spots specifically promoting the event.

KCBS/KCAL (Los Angeles)

AIDS Initiative: KCBS/KCAL served as media sponsor for events benefiting AIDS-related non-profit organizations including Aid for AIDS (Dining Out for Life) which raised \$80,000 and The Wall Las Memorias AIDS Monument in Los Angeles which raised \$110,000 in the summer's Strike Out AIDS event at Dodger Stadium.

Susan G. Komen Race for the Cure Los Angeles: As the founding media sponsor for the Los Angeles Race for the Cure, KCBS/KCAL provided news stories, talent and staff participation in this annual fundraising event. CBS Network talent who have served as celebrity spokesperson include: Marg Helgenberger, Jorja Fox, Mary Steenburgen, Jennifer Love Hewitt and Christina Applegate. \$800,000 was raised in 2007.

Juvenile Diabetes Research Foundation: KCBS/KCAL has an ongoing media partnership with JDRF for annual walks which raised \$2 million. These events took place at Dodger Stadium, in Orange County and in Ventura County.

CHiPs for Kids Holiday Toydrive: Through this ongoing partnership with the California Highway Patrol to raise toys and donations during the holidays, KCBS/KCAL helped collect 100,000 toys at 150 local collection sites. The stations held a toy-a-thon and promoted toy donations live throughout our newscasts from 5am to 11:30pm.

Adopt a School: The stations have "adopted" Frank del Olmo Elementary School as part of this ongoing LA Unified School District program which partners companies with inner city schools to enhance the life of students. Station projects included a book giveaway at holiday time, trips to the Harlem Globetrotters and Radio City Rockettes Holiday Shows and the Getty Museum and a holiday essay contest. Winners appeared in station's holiday promos.

Heal the Bay's Coastal Clean-up Day: 2007 was the seventh year that KCBS/KCAL partnered with this local organization to raise awareness about the health of the Santa

Monica Bay. Production of an hour special, news stories and public service announcements helped bring out 11,000 volunteers to the annual beach clean up. Participants gathered 70,000 pounds of trash and 4,000 pounds of recyclables at Los Angeles County beaches, rivers and creeks and inland neighborhoods.

Southern California Special Olympics - Summer Games: KCBS and KCAL provided on-air personalities and station volunteers to participate at this event.. A one-hour special was produced and aired on both stations to showcase the event and raise awareness about the programs for athletes and volunteers.

CBS2/KCAL9 Special Olympics Golf Tournament: The stations coordinated the 4th annual golf tournament to benefit Southern California Special Olympics. In 2007, the stations raised nearly \$250,000.

Martin Luther King Jr., Kingdom Day Parade: KCBS and KCAL news anchors and reporters turned out to greet the crowd of 150,000 for this annual event celebrating Dr. Martin Luther King. KCBS Sportscaster Jim Hill served as Grand Marshal.

East Los Angeles Mexican Independence Day Parade: KCBS and KCAL anchors and reporters participated in this annual event which draws 200,000 spectators every September.

American Heart Association Heart Walk: As sponsor of this event, KCBS/KCAL produced and aired public service announcements, news stories and vignettes raising awareness about heart disease and heart illnesses. Station staffed booths at locations in Los Angeles and Orange Counties. Newscasters participated at each of the walk sites. Money raised totaled: \$900,000 for Los Angeles and \$750,000 in Orange County in 2007.

Santa Monica 5000: KCBS and KCAL served as media sponsor of this race held to raise funds for St. John's Hospital. Station employee teams were recruited, promotional spots

were produced and aired and corporate sponsors were recruited to underwrite the expo-like event.

California Kids Faire: KCBS/KCAL sponsored the Orange County faire featuring interactive and educational exhibits, children's entertainment and family adventure zones. 100,000 parents and children attended the event at which KCBS/KCAL weathercasters ran a "Kids do the Weather Booth" where children reported the weather at the weather map which was recorded for them to take home.

MDA Telethon: As media outlet for the 2007 Jerry Lewis Labor Day telethon for the Muscular Dystrophy Association, KCAL also coordinated an open casting call for a host of the telethon to join news anchor hosts over Labor Day weekend. After auditioning about 500 hopefuls and holding two call back sessions, the winner was a stay at home mom from Southern California. The promotion of the casting call helped spark more interest in the telethon and added to its fundraising goals.

WBBM (Chicago)

Chicago Football Classic: WBBM was selected as the television sponsor for the 2007 Chicago Football Classic. The Classic, which features a football and band contest between HBCUs (Historically Black Colleges and Universities), brought more than 35,000 people to Soldier Field and was preceded by a college fair for Chicago public high school students. WBBM supported this event with a locally-produced public service announcement which aired for two weeks prior to the event during all day-parts on the station.

Chicago Public Schools 'Back to School' Campaign: WBBM was selected by the Chicago Public Schools as partner in its 'Back to School' campaign. The station's lead anchors recorded a voice message that was distributed to more than 300,000 households, reminding everyone of the first day of school. Then, anchors and reporters took the campaign directly into the neighborhoods to knock on doors and hand out backpacks in

neighborhoods where enrollment is low. On the day before school began, WBBM staff participated in an evening phone bank - a last reminder that the first day of school was the next day. Finally, the station partnered with a local food store the week after school began to provide free immunization for the returning school students. In 2007, the Chicago Public Schools reported that 93% of students were back in the classroom on the first day of school, in part due to WBBM continued commitment to this program.

American Red Cross of Greater Chicago Heroes Breakfast: WBBM was the official media partner for the American Red Cross Heroes Breakfast in 2007. The annual event honors everyday people whose acts of courage, kindness and compassion make them extraordinary heroes in the community. As part of the sponsorship, the station produced and aired a PSA for the Red Cross, provided Anchor Rob Johnson to emcee the breakfast and promoted the event on its website.

L.A.T.E. Ride: Since 2004, WBBM has partnered with Chicago's premier parks and recreation advocacy organization on a midnight bike ride along Chicago's lakefront and boulevards. Traffic Reporter and Weekend Anchor Susan Carlson was showcased in the pre-ride PSA to recruit participants, and then joined 10,000 bike riders in the 25 mile route.

KYW/WPSG (Philadelphia)

Temple University Video Archives: In 2007 KYW donated its vast video archives, a virtual diary of the history of the region during the last 30 years to Temple University's Paley Library. President and General Manager **Michael Colleran** officially presented the collection, more than 20,000 videotapes including daily local newscasts from the last thirty years of *Eyewitness News* as well as 15 years of the local lifestyle show, *Evening Magazine*, to **Dr. Ann Weaver Hart** in a ceremony held at the University. The station's collection will be housed in the library's Urban Archives and, once catalogued, available to students and local residents alike.

17th Annual Komen Philadelphia Race for the Cure: KYW's female anchors, dubbed the "Women of Eyewitness News," were out in full force on Mother's Day, 2007 to host the annual Komen Philadelphia Race for the Cure. The Race kicked off just outside the Philadelphia Museum of Art and raised \$3.5 million in support of breast cancer research and education. CBS 3 provided special coverage of the Race live in its Sunday morning newscast, which aired 6 to 9 a.m. Both KYW and WPSG promoted the Race in advance with public service announcements and news stories about the latest medical breakthroughs in breast cancer research as well as detection. KYW and WPSG's five CBS Radio stations in the market also joined the TV stations in this annual community event, the largest of its kind in the Philadelphia market.

Pathmark Black History Month Celebration: KYW/WPSG teamed up with Pathmark Stores for this exciting addition to the city's music calendar, the Pathmark Black History Month Celebration in February. This big day of free family entertainment and celebration featured choirs, vocalists, dancers and instrumentalists performing the music of Black America and the African Diaspora. KYW/WPSG promoted the event through public service announcements and station personalities hosted the event on-site throughout the day.

7th Annual Campus Philly Kick-Off: WPSG was the proud media sponsor for the 7th Annual Campus Philly Kick-Off: a free concert and festival held in September to welcome college students to the region. The CW Crew hosted the event along with headlining artists *Talib Kweli*, *Against Me!* and *The Ataris*. Campus Philly included free admission for area museums and cultural institutions to College ID holders. Other activities included freestyle motocross, local art to buy and see, and a community involvement fair.

Lights for the Cure: KYW and the Philadelphia Affiliate of Susan G. Komen For The Cure turned the skyline pink for the sixth year in October, Breast Cancer Awareness Month with its annual awareness campaign, Lights for the Cure. More than 60 buildings and landmarks in the area lit their exteriors pink throughout the month as a reminder to

remain vigilant in the fight for a cure. CBS 3 aired special promotional announcements throughout October reminding area women to schedule a mammogram as part of the station's ongoing awareness campaign.

WBZ/WSBK (Boston)

Project Mass: In January 2007, WBZ launched Project Mass, a station campaign to help Bay State residents acknowledge and explore their top concerns for building a viable state for future generations. The project kicked off with an online town meeting hosted by Anchors Lisa Hughes and Jack Williams and featuring a diverse group of citizen from towns across the state. Other elements of the campaign include reports by WBZ's team of expert reporters on topics that viewers said were important to them: Government, Transit, Health, Education, Money and Environment. For example, Meteorologist Mish Michaels continues to provide on-going scientific reports about Global Warming and its affect on New England.

WBZ 4 Kids: Providing year-round support for Children's Hospital Boston, WBZ held two Days of Giving (June 7 and December 20) in 2007, raising more than \$90,000 for Children's Hospital Boston. The WBZ 4 Kids campaign is composed of a plan to maximize the hospital's fundraising efforts that, in addition to Days of Giving, includes public service announcements, news features, participation in an annual walk, and an interactive website with information on Children's Hospital Boston. In addition to supporting Children's Hospital Boston through the WBZ 4 Kids campaign, the station was the media sponsor for the 2007 Miles for Miracles Walk which raised over \$1,000,000.

WeatherWise: In 2007, WBZ and the Museum of Science Boston continued updating *WeatherWise*, a state-of-the-art exhibit developed by the Museum of Science Boston and the station. The 2,800 square foot interactive exhibit, which features the WBZ-TV Weather Team as video guides, helps people understand the science and technology behind weather prediction. Companion weather stories, including a series on Global Warming, educational workshops, conferences and a dedicated web site help expand the exhibit's reach and impact.

Disaster Relief Fund: In December 2007, a tanker truck carrying hazardous materials flipped over, caught fire and forced the evacuations of dozens of families in the town of Everett, Massachusetts. Eighteen homes were totally destroyed. WBZ partnered with the American Red Cross to create the Disaster Relief Fund to assist these Everett victims. Information aired regularly in WBZ newscasts, in public service announcements and online at wbztv.com directing people to make donations. The station helped raise more than \$5,000.

Artists for Humanity: In April 2007, WSBK was the media partner for "The Greatest Party on Earth," an Earth Day fundraiser to benefit The Artists for Humanity entrepreneurial programs. Artists for Humanity is a non-profit educational group with the mission of bridging economic, racial, and social divisions by providing at-risk youth with keys to self-sufficiency through paid employment in the arts. The station also produced and aired a series of public service announcements to support the mission of AFH.

Lend a Hand Against Autism: In October 2007, WSBK was the media partner for a Comedy Night with a Cause. Local comediennes joined comedian Wendy Liebman to raise money for the fight against Autism. More than \$30,000 was raised at this grassroots event. In conjunction with raising awareness for the event, WSBK produced public service announcements raising awareness about Autism.

WWJ/WKBD (Detroit)

Pancakes and Politics: Community Affairs and Editorial Director Carol Cain moderated “Politics and Pancakes,” a series of four monthly breakfast forums geared to local business and political leaders. These events were presented by the Michigan Chronicle, the largest African American newspaper in nation, and featured guests ranging from union leaders to media representatives and Congressional leaders. The forums were videotaped and aired on both WWJ and WKBD as special editions of “Michigan Matters.”

Find Your Best Friend at the Zoo: WWJ was the media sponsor for the largest off-site animal adoption event in the country, the Michigan Humane Society’s 15th Annual “Find Your Best Friend at the Zoo” held on May 5-6, 2007. The Michigan Humane Society and more than 20 additional adoption groups were at the Detroit Zoo with hundreds of dogs, cats, puppies, kittens and rabbits available for adoption.

Drive Against Prostate Cancer: WWJ held the “Drive Against Prostate Cancer” in partnership with Carl’s Golfland of Bloomfield Hills. Viewers were encouraged to visit the Drive Against Prostate Cancer medical RV for free prostate screening.

Supporting The Arts: WWJ was the media sponsor for the 21st Annual Detroit Festival of the Arts held in June. The event presents outstanding visual and performing artists from around the world, while showcasing the City's premier cultural institutions. The station also supported the Ann Arbor Art Fair in July, a four-day event that attracts more than 500,000 attendees from across the nation. WKBD supported “ARTrageous,” FANclub Arts Foundation’s annual fundraiser supporting arts education in low-income schools.

Sierra Club’s Green Cruise: WKBD was the television sponsor for the Sierra Club’s 3rd Annual Green Cruise, a parade and bike rally that celebrates non-fossil fuel transportation and includes guest speakers, displays, games and more with a “green” theme.

WCCO (Minneapolis/St. Paul)

First –Ever Human Powered Newscasts: 1.7 million people attend the Minnesota State Fair, a 12-day event at which WCCO has a permanent building. In addition to broadcasting from the Fair during our newscasts, fair goers were invited to visit the “WE POWER” by hopping on one of eight stationary bicycles, which was connected to a small generator to produce a “human-powered” newscast.. **The first ever human-powered newscast** was broadcast live on Friday, August 24 at 5 p.m. Fair-goers powered a total of five human-powered newscasts throughout this 12-day event. As part of WCCO’s partnership with Healthcast Care Systems, the station also offered cholesterol checks, body mass indexing and blood pressure screening at no charge during four days at the Minnesota State Fair.

Phone banks: Phone banks were a major initiative at WCCO throughout the year. They traditionally aired in the station’s 10 p.m. newscasts along with compatible news stories and received overwhelmingly positive response from viewers. In 2007, WCCO phone banks raised \$8,000 for the local Animal Humane Society; provided free or low-cost mammograms for uninsured or underinsured women, and distributed 600 NOAA weather radios and, through a partnership with Cub Foods, provided 19,000 additional families with weather radios at an incredible discounted price. The phone banks also raised \$35,150 for flood relief after a record 15.1 inches of rain fell in southern Minnesota and, in a partnership with Quantum Guardian, a Carbon Monoxide detector manufacturer, and local firefighters, gave away to 500 Carbon Monoxide detectors. But nothing was a more effective testament to the success and public service of WCCO phone banks than this email received from a viewer after the station aired its “Inside A Heart Attack” Phone Bank that covered an actual paramedic response to a call from a man complaining of chest pains all the way through the life-saving procedures at the hospital while doctors staffed the phone bank to answer questions about signs and symptoms.

“Just want to send a word of thanks to WCCO for a story that you aired Monday, November 19, 2007. It was concerning heart attack symptoms and it just so happened that my husband was feeling those same symptoms last Sunday and Monday. Your story prompted us to drive to St. Cloud (2 hours away) to the Emergency Room. It turned out that my husband wasn't having a heart attack but indeed had two blocked arteries and underwent the placement of a stint in his heart. It seems that your story must of been a message from above at the perfect time. Thanks for this great story as well as the many others you air every day and night. I believe you may of helped save my husband's life... thanks again!”

Minnesota FoodShare: WCCO and Minnesota FoodShare celebrated their 25th year working together to feed Minnesota's hungry through the Annual March campaign food drive. This year's goal of 9 million dollars and pounds of food was met and exceeded. The campaign accepted food donations (which were weighed) and actual dollars. The total raised in the 2007 March campaign was 9,002,081 pounds and dollars. Food shelves in Minnesota received more than 1.8 million visits and distributed over 42 million pounds of food in 2006.

School Closings: Between February 23 and March 2, the Twin Cities saw two major storms, and the snow totals were the highest amounts since the notorious Halloween blizzard of 1991. The Minneapolis-St. Paul Airport recorded a total of 21.3 inches. Nearly 4,000 schools, business and community organizations registered with WCCO to announce their closings and delays on-air and on-line due to the snow. At its peak, wcco.com received more than 3 million hits, providing snowed-in viewers with much-needed information.

3-Day Breast Cancer Walk: WCCO is the media partner for the 3-Day Breast Cancer walk to benefit the Susan G. Komen for the Cure. As partner we supported this event with editorial coverage on our newscasts, commercial spots and in-depth information on wcco.com.

WFOR/WBFS (Miami)

Neighbors 4 Neighbors Family Fund Campaign: As part of this year-round campaign, the stations produced and broadcast public service announcements featuring CBS4 News and My33 News anchors urging viewers to support the Neighbors 4 Neighbors Family Fund. The fund is used to provide financial assistance and food vouchers to local families in crisis. In addition to being the umbrella for a number of the station's outreach efforts, the stations also sponsor a Neighbors 4 Neighbors Adopt a Family for the Holidays campaign. The program matches donors with families in need during the Thanksgiving and December holidays and holds collections of toys, gift cards and cash donations for families that are not directly adopted.

Komen Race for the Cure: The Stations served as the television sponsors of the 12th annual Komen Race for the Cure for the Miami/Fort Lauderdale affiliate. In 2007, the event attracted more than 16,000 participants and raised more than \$1.5 million. CBS4 and My33 News provided complete coverage of the event and aired a series of breast cancer awareness stories throughout the week. The "News 4 the Cure" team, lead by CBS4 anchor Shannon Hori, participated in the Race. CBS4 News Medical Reporter Dr. Sean Kenniff and Investigative Reporter Laurie Stein, a breast cancer survivor, served as Masters of Ceremonies throughout the event.

News 4 the Cure e-Newsletter: Every month, an electronic newsletter is e-mailed to subscribers from WFOR News anchor Shannon Hori with information and messages about breast cancer prevention and detection. The e-newsletter is part of the Station's partnership with the Susan G. Komen for the Cure and provides links to important local and national websites. In addition, both WFOR and WBFS served as the television sponsors of the 12th annual Komen Race for the Cure for the Miami/Fort Lauderdale affiliate. In 2007, the event attracted more than 16,000 participants and raised more than \$1.5 million.

“Souper” Bowl of Caring: As Host City of Super Bowl XLI, South Florida congregations, schools, civic organizations and businesses united for a community-wide initiative to help those in need. The Souper Bowl of Caring was named an official community impact partner of the South Florida Super Bowl XLI Host Committee and with the support of the Miami Dolphins helped make South Florida an example for communities across the country, generating almost \$400,000 for local charities. WFOR, WBFS and Neighbors 4 Neighbors served as local partners in this campaign. In addition to producing and airing spots, the stations also helped collect funds at VolleyPalooza, an official event of the Super Bowl Host Committee held in South Beach during the Super Bowl XLI weekend.

Education Fund Teach-a-thon: WFOR supported the Education Fund’s Teach-a-thon, a campaign designed to raise funds for Miami-Dade Public School classrooms and to increase appreciation for the teaching profession. News anchor Elliott Rodriguez participated in the campaign as a Teacher Champion and personally raised more than \$1,500 for the campaign. Additionally, the stations donated 60 used computers and monitors to the Education Fund that were refurbished and donated to local low-income families.

40 Years/40 Families: To show its appreciation to the South Florida community, El Dorado Furniture launched 40 Years, 40 Families, an unprecedented community relations effort to coincide with its 40th Anniversary. Through 40 Years, 40 Families and the help of Neighbors 4 Neighbors and its media partners WFOR and WBFS, 40 needy South Florida families were identified and each were provided with \$5,000 in new home furnishings. For 20 consecutive weeks, station personnel participated in the selection panel. News Anchor Shannon Hori personally visited each week’s winning family and filed weekly news reports.

Miami Book Fair International: The stations served as television sponsors of Miami Book Fair International, the largest literary event in the country and one of the largest in

the world, presented by the Florida Center for the Literary Arts at Miami Dade College. The Book Fair consisted of eight days of reading and discussions. The event was capped by a weekend Street Fair presenting 300 authors and hundreds of booksellers and publishers, a Children's Alley with children book authors, live shows, arts and crafts and International Pavilions featuring the food, arts and literature of selected countries. The stations participated with the promotional trailer, distributing backpacks and featuring guest appearances by station personalities.

KPIX-TV/KBCW-TV (San Francisco)

Students Rising Above: KPIX and KBCW partnered with Students Rising Above in 2007 to help low income high school students fulfill their dream of a four year college education by providing them with the financial assistance and mentoring support needed to achieve their goals. Currently 124 students are in the program and almost all are the first in their families to go to college. Nearly half of the students are not living with their parents; 75 percent live below the poverty level; 40 percent are or have been homeless; 35 percent were abandoned; 25 percent are raising siblings; 20 percent have physical or learning disabilities. KPIX News Anchor Wendy Tokuda told the story of 12 of these students throughout the course of the year. The stations produced and aired public service announcements encouraging viewers to donate financially to Students Rising Above and to support the Mentoring Program. The Mentors, who commit to working with the students for 4 or 5 years, help them to adjust to college life and serve as surrogate parents in times of crisis. The graduation success rate is 80%. Nearly \$750,000 dollars was raised in 2007 to send these young people to college.

Food For Families: 2007 was the sixth year for KPIX/KBCW's Food for Bay Area Families Program. Each year KPIX-TV and KBCW-TV join forces with all the Bay Area Food Banks to collect food and raise money to bring food assistance to the Bay Area. The program is supported with news coverage and special programming. At the end of the 2007 drive, the stations had collected more than 400,000 pounds of food and raised \$650,000.

Helping the Homeless: KPIX-TV and KBCW-TV partnered with Shelter Network to help provide housing and support services for homeless families and individuals. The stations produced a video for Shelter Network to show their clients how to participate in a mandatory savings program. Last year, Shelter Network clients collectively saved \$551,000. The stations also produced public service announcements encouraging parents to adopt a regular habit of savings, to help families build long-term self-sufficiency. KPIX/KBCW also held a "Books for School" drive where viewers could donate books for school-age children or tools for a specific trade. Shelter Network helped 5,000 families through this drive.

Addressing Early Stage Alzheimer's: KPIX partnered with the Alzheimer's Association to host a Town Hall meeting in Oakland for early stage Alzheimer or related memory disorder participants. The audience, primarily made-up of the Baby-boom generation, shared their stories and talked about ways persons with dementia can continue to contribute through volunteerism and advocacy. The station continued to partner with the Alzheimer's Association during Memory Walk 2007 - with news stories, public service announcements, and a station-sponsored walk team. Memory Walk 2007 raised over a million dollars to fund Alzheimer research.

Making Strides against Breast Cancer: The stations once again served as sponsors of this annual event. KPIX medical reporter Dr. Kim Mulvihill was the emcee for the 10th year in a row and both stations supported the event with public service announcements in addition to station-sponsored walk teams, and news coverage. The 2007 walk generated over a million dollars for breast cancer research.

KDKDA/WPCW (Pittsburgh)

Children's Hospital of Pittsburgh Free Care Fund Telethon: In 2007, Children's Hospital of Pittsburgh dispensed more than \$15 million in free care to the families of area children. For 54 years KDKA has been Children's Hospital's partner every step of the way helping to raise the funds necessary to insure that every area child receives the finest medical care possible. Each year, during the week before Christmas, KDKA has presented the Children's Hospital Benefit Show. Donating one hour of programming, organizing hundreds of volunteers, highlighting the fund-raising efforts of the community and soliciting telephone donations from the viewing audience, the program has become a community tradition. In addition, for one week leading up to the show, KDKA News promotes the Children's Hospital effort by airing stories about the doctors, the nurses, the families and the kids at the Hospital. KDKA's daily Morning talk show, *Pittsburgh Today Live*, features the great people and work being done at Children's Hospital. And on the day of the benefit show, KDKA begins to promote the phone bank phone number starting with the 4 p.m. News and carries it all the way to the show in prime-time. In 2007 KDKA-TV helped Children's Hospital raise over 1.4 Million Dollars for the Free Care Fund. Over the past 54 years that total has reached over 50 million dollars.

The KD Turkey Fund: Twenty-six years ago KDKA Commentator Al Julius received a letter from a viewer. Inside the letter was a check for 20 dollars. She asked Al to make sure a family who needed the money would get it and enjoy a good Thanksgiving Dinner and The KD Turkey Fund was born. Eighty thousand dollars were raised after Al Julius asked the KDKA audience to help. KDKA formed a partnership with the Greater Pittsburgh Community Food Bank so the money and food would go to the families most in need. Recently KDKA has enlisted area High Schools to help raise money for the Turkey Fund and the kids have responded. In addition, the station encourages local food donors by mentioning their donations on air. In 2007 The Greater Pittsburgh Food Bank was able to distribute almost \$500,000 worth of Turkey Dinners to area families. Tens of

thousands families were able to enjoy Thanksgiving Dinner thanks to the KD Turkey Fund.

America on the Move: KDKA partnered with the University of Pittsburgh and a new organization, *America on the Move*, to help the community combat health issues associated with obesity such as diabetes, high blood pressure and heart disease. While so many programs emphasize strict dieting and strenuous exercise routines, *America on the Move* took a different approach emphasizing that a small adjustment in calorie intake and a small adjustment in lifestyle like taking the stairs instead of the elevator can make big differences in weight and health. To support the program, KDKA produced and aired announcements which emphasized healthy eating and active living habits. In addition, KDKA provided news coverage of community walking events associated with the program in which KDKA news personalities participated.

KD You & The Law: KDKA and the Pittsburgh Bar Association created this unique opportunity for area residents to find the legal help they need nearly 25 years ago. KDKA provided the air-time, phone banks and promotion for this program. More than 100 attorneys provided their time and expertise during the year. Between 2,000 and 2,500 calls were taken during the program each time it aired. In 2007, KDKA expanded the partnership to include a special Military and Veterans Legal Advice Day providing specialized legal advice to Service men and women. And KDKA's morning show *Pittsburgh Today Live* now has a segment called Legal Briefs. Thousands of area viewers have been helped through KD You and the Law.

KCNC (Denver)

Fit 4 Colorado: In January 2007, KCNC launched a new station initiative called Fit 4 Colorado, a statewide initiative that promotes the health and well-being of adults and children, created in response to the growing issue of obesity across the country. KCNC partnered with America on the Move (AOM), a national non-profit organization whose

mission is to improve health and quality of life by promoting healthful eating and active living among individuals, families and communities. The program included a series of public service announcements, news segments and an online component that provides educational information, helpful tips on eating healthy and becoming more physically active and resources to help change behavior. Approximately 15,000 people signed up to complete the America on the Move 6-week challenge via the AOM website in 2007.

Care 4 Colorado: KCNC and The Salvation Army partnered together on the Care 4 Colorado Food Drive. Between December 1 and January 1, the station and The Salvation Army collected non-perishable food items for families in need, including a day-long drive at local groceries stores in which KCNC personally collected donations. When the campaign concluded, nearly 200,000 food items had been collected.

A Day for Wednesday's Child: KCNC and The Adoption Exchange have been partners on this one-day special that focuses on raising funds and generating awareness for The Adoption Exchange for more than 20 years. During newscasts throughout the day, KCNC featured success stories of former "Wednesday's Children" and introduced the viewers to waiting children who are still looking for homes. Viewers had the opportunity to call in donations, make an online donation, or request additional information about adopting children with special needs. In 2007, more than \$108,000 was raised.

Drive for Life: KCNC teamed up with the Denver Broncos and Bonfils Blood Center to present Colorado's largest single-day community blood drive. The 10th Annual Drive for Life was held on October 2nd at Invesco Field at Mile High, home of the Denver Broncos. Donors had a chance to meet the Denver Broncos football players, cheerleaders, and Miles the Mascot. Drive for Life provides a boost to Bonfils' blood supply during the winter months when blood donations typically decline because of holiday travel. Nearly 2,700 donors, including 464 first-time donors, attended the 12-hour community blood drive and donated more than 1,631 units of blood to support patients in need.

Concerts for Kids: KCNC partnered with Concerts for Kids on their annual benefit concert. Concerts for Kids is a non-profit organization dedicated to raising funds for children's health and education organizations through entertainment. The June 8th annual benefit concert supported the Children's Hospital Foundation, Juvenile Diabetes Research Foundation, the Bridge Project, the Kunsberg School, Denver School of Science and Technology and Open World Learning. KCNC produced a series of news stories on the beneficiaries in addition to producing and airing PSAs promoting the annual concert. News Anchor Molly Hughes emceed the event and introduced hit artists Michael McDonald and Heart. More than 4,000 people attended the concert and \$578,000 was raised for local children's charities.

WJZ (Baltimore)

Breast Cancer Awareness: In 2007, WJZ harnessed all resources –health watch features, live news coverage, promotion, PSAs, website and public affairs programming - to raise awareness of the issues surrounding breast cancer in a year-long campaign. Starting in the spring, the television station teamed up with the Maryland Affiliate of Susan G. Komen for the Cure to sponsor a daylong symposium on breast cancer featuring regional physicians and health care providers addressing topics from young survivor issues to alternative therapies. Then in early summer, WJZ promoted Dick Gelfman's Ride Across Maryland – a two-day motorcycle fundraising event for Komen Maryland. More than 1,200 participants raised a record \$300,000 for local breast cancer programs. At the end of summer, WJZ returned to the airwaves with an energized two-month campaign featuring "the women of WJZ" who promoted Komen Maryland's new location for the Race for the Cure in Timonium, Maryland. An increased promotional and PSA schedule resulted in a record attendance of 33,000 participants raising \$3.2 million making the 15th annual event, the most successful to date. At the end of October - breast

cancer awareness month, WJZ's art department designed a unique bra, titled "Braw-timore" that was auctioned to raise money for a mammography program funded from LifeBridge Health's BraVo event. With 800 in attendance, this second-year event raised \$60,000 for breast cancer patients at LifeBridge Health.

Great Strides Against Prostate Cancer: This grassroots effort begun by a local urologist, hopes to raise awareness of prostate cancer the same way that Susan G. Komen for the Cure elevated the cause of breast cancer. WJZ was one of the first sponsors to back this movement and offered news coverage, health watch features, website tie-in, on-air promotion, PSAs and public affairs programming support. The televised campaign lead off with "the men of WJZ" urging participation in the campaign. The comprehensive media campaign paid off with 1,100 participants raising \$100,000 for the American Urological Association Foundation's research into prostate cancer.

Orioles/MASN/WJZ Food Drive for the Maryland Food Bank: WJZ's on-air campaign featuring its news anchors helped raise awareness of the hunger issues facing 516,000 Marylanders living at or below the federal poverty line. Oriole fans were encouraged to bring non-perishable canned goods or make cash contributions when entering Oriole Park at Camden Yards during the three-game home stretch against the Boston Red Sox. A record \$30,000 and 8,243 pounds of food was collected. News coverage, health watch features, PSAs, public affairs programming and wjz.com all helped to make this campaign one of the most successful in 18 years since the drive started.

Kennedy Krieger Institute's ROAR and Festival of Trees: News anchor Denise Koch donned a bicycle to promote the 3rd annual ROAR – Ride On for Autism Research. Through health watch features, live news coverage, and a special ON TIME public affairs show on autism, 500 supporters raised \$175,000 for research into this disability that affects one in every 1500 births. Later in the year, Koch teamed up with her on-air co-anchor Vic Carter to appear in an animated PSA encouraging attendance at the Festival of Trees. This 18th annual event that WJZ has sponsored from the beginning, attracted

35,000 to the three-day winter wonderland and raised \$800,000 for the research, treatment and education programs offered at Kennedy Krieger Institute.

KTVT/KTXA (Dallas/Fort Worth)

Stephanie's Day: KTVT and KTXA partnered with the Autism Treatment Center, the Dallas Cowboys Charities, CBS Radio, Time Warner Cable and Dallas Child magazine to host "Stephanie's Day," an event designed to help parents with special needs children (especially those with autism) find out more about the various therapy options, educational programs and support groups available to them. More than 1,000 people attended the event at a local mall, where they also enjoyed face-painting, music, balloons, costumed characters, prizes, autographs from station personalities and local celebrities, including the Dallas Cowboys Cheerleaders.

Weather School Day: The KTVT Storm Team presented a special pre-game weather lesson to more than 3,000 area school children prior to the May 14 Texas Rangers game at Rangers Ballpark in Arlington. The meteorologists presented lessons on severe weather, including flooding, lightning and tornados; experiments which focused on cloud-making process, lightning and the force of high winds and interactive weather trivia. At an expo following the presentation, the students were able to see the "Storm Chaser" vehicle and the CBS 11 tornado machine.

Sanders Claus: Former Dallas Cowboys Cornerback Deion Sanders partnered with KTXA to create "Sanders Claus," a program to help Dallas/Fort Worth area residents in need. Sanders appeared regularly on KTXA to profile local individuals or families with considerable needs, and invited viewers and area companies to provide assistance. The program has made wishes come true for various North Texans throughout the past year, from purchasing a new wheelchair for a paraplegic teenager to providing a house for a local woman who tragically lost her home and her children in a horrific flood.

Teachers Driving Success: KTXA and KTVT partnered with **driversselect** to create a 12-week program to recognize outstanding North Texas teachers by awarding a car a week to a deserving educator. Dallas/Fort Worth area students and parents nominated their favorite teachers by submitting an essay on the stations' website. Online voting and scoring by a panel of judges were combined each week to select a winner of a vehicle. At the end of the year, the stations aired a half-hour special highlighting the recipients of the cars.

Holiday for the Troops: KTVT partnered with Dallas/Fort Worth area Kroger food stores to encourage North Texans to donate funds to AnySoldier.com, raising more than \$240,000 for the organization. Donations were used to purchase items such as phone cards and hygiene products requested by the men and women of the armed forces who are deployed overseas.

KOVR/KMAX (Sacramento)

Stuff the Bus: KOVR/KMAX helped local districts get supplies for almost 8,000 kids in need by soliciting donations on its website, through a PSA as well as news features. During the three week campaign, donated supplies were collected at various locations. The stations went live from these locations during "major drive days" to encourage viewers to donate. KOVR/KMAX ended its campaign by stuffing school buses with the donated supplies during its newscasts on "Good Day Sacramento" and CBS13 news.

Angel Tree: KOVR/KMAX worked with the Salvation Army, area malls and local businesses to set up trees at the malls with ornaments indicating the age of a child in need and their desired toy. This holiday campaign helped raise toys and clothes for more than 50,000 kids throughout Northern California. Aside from frequent news mentions and stories, the campaign included a PSA and a prominent web feature. The stations also